Produce a Listening Party With QuickTime

Session 728

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Why a Listening Party?

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Preparation of Audio Content

George Lydecker
Senior Director
WEA Studio Services

Current Creation of Assets

- Ingest of audio is fully integrated into our current supply chain
- All full-length audio files are listened to 100%
- High quality and accuracy of the META data is maintained

Current Creation of Assets

- Sound samples are selected by operators listening and identifying the key portion of the track
- Sample creation is also integrated into our supply chain
- Sound samples are inspected with a 100% listening as well

AAC as a Quality Encode

- AAC compares well with all other CODECs in use
- The AAC version compares favorably with the original WAVs at the higher bit rates
- Newer versions promise better and better audio encodes
  - AAC plus was tested by our team and performed very well

Future Development

- We would like to see developers take advantage of command line capabilities in Mac OS X
- Creation of command line tools will help content providers create content
- We would also like to see the development of tools to allow the conversion of legacy AAC content to QuickTime

WEA Studio Services

Content Preparation Team

100% QC of Audio

Creation of Sound Samples

Creation of Audio Master

Encoding of Video Assets

Mass Encoding

Producing a Listening Party With QuickTime

Ryan Lynch
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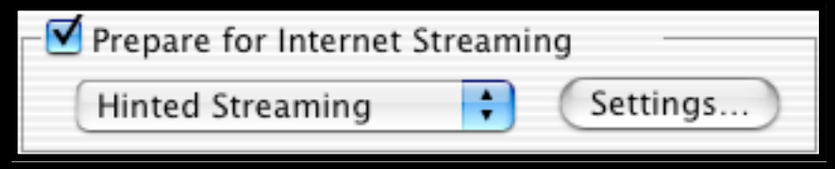
What You'll Learn

- Encode and hint
- Prepare and post
- Delivery methodologies and options

Encode and Hint

Tools

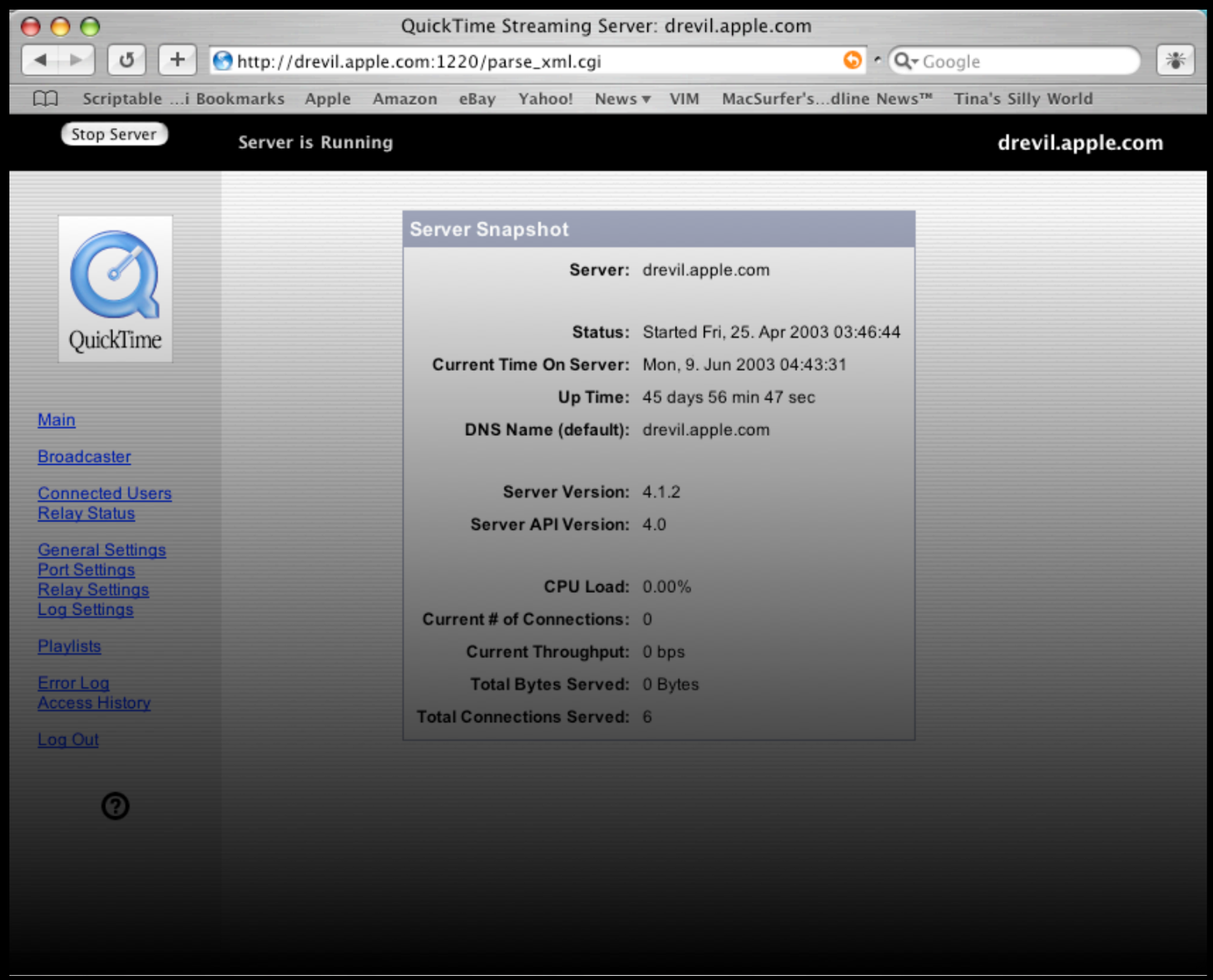
- QuickTime player
- Cleaner
- Compressor
- iTunes
- qtmedia



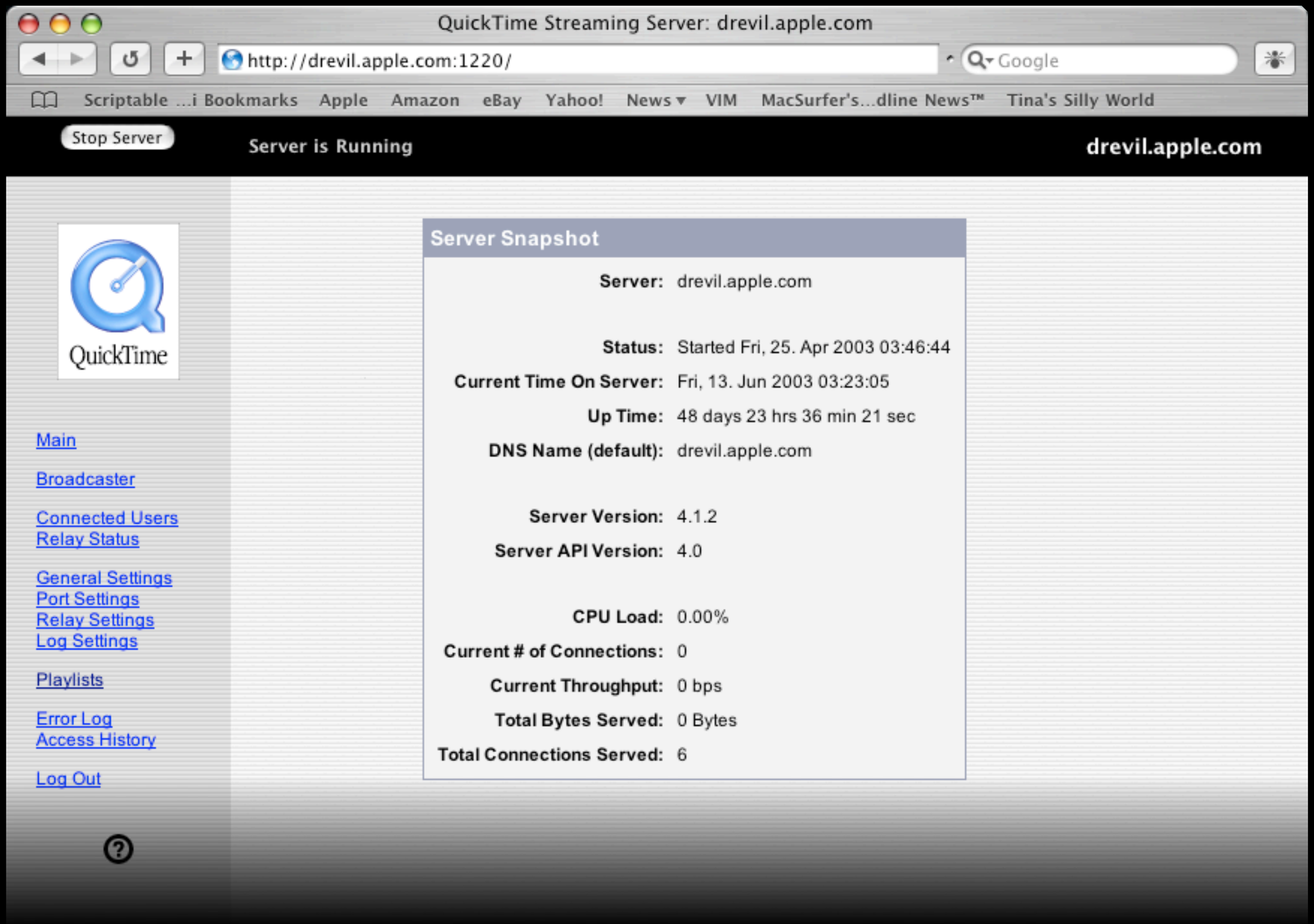
Post and Prepare

Tools

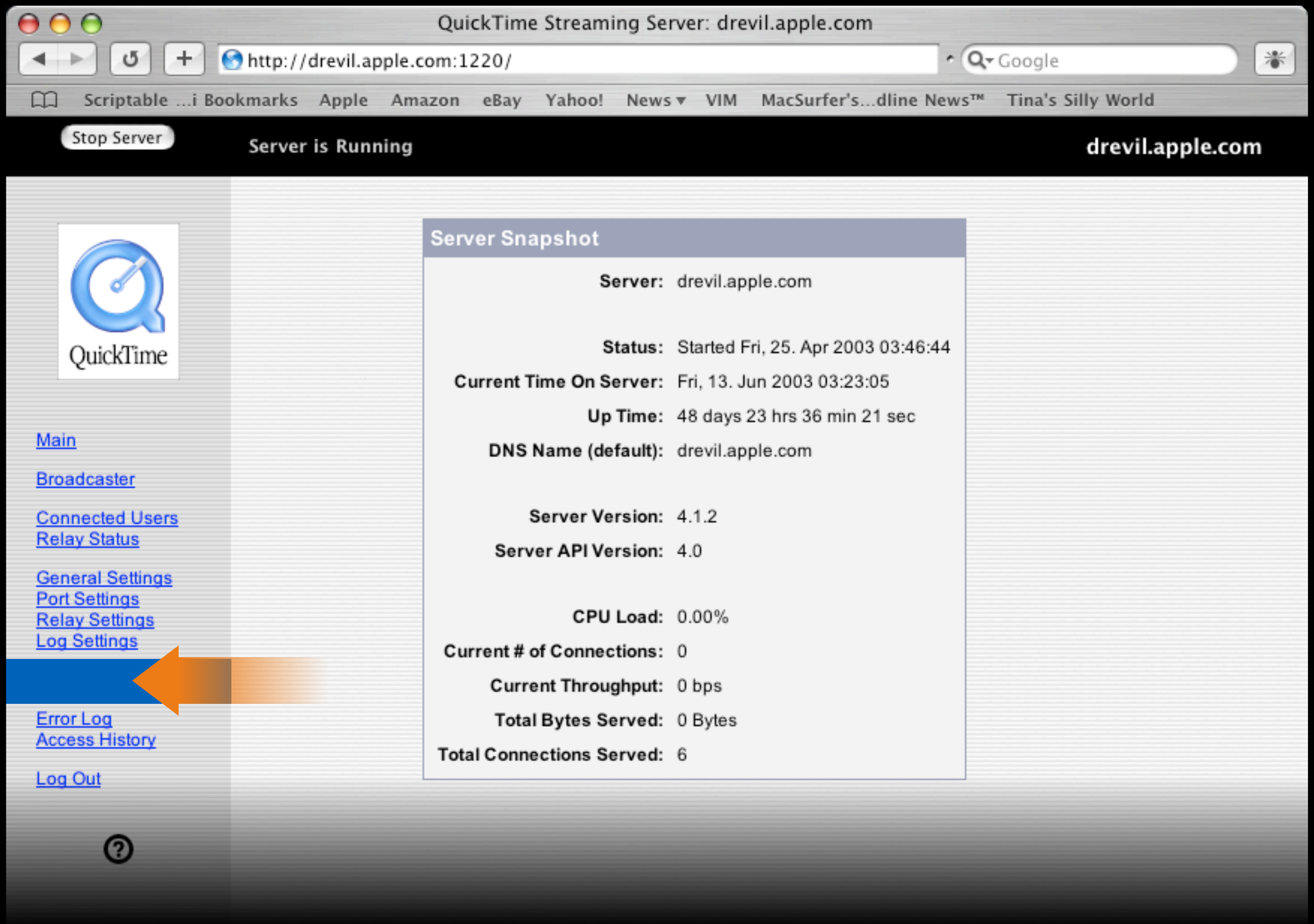
- QTSS or DSS
- FTP software
- Web browser



Post and Prepare

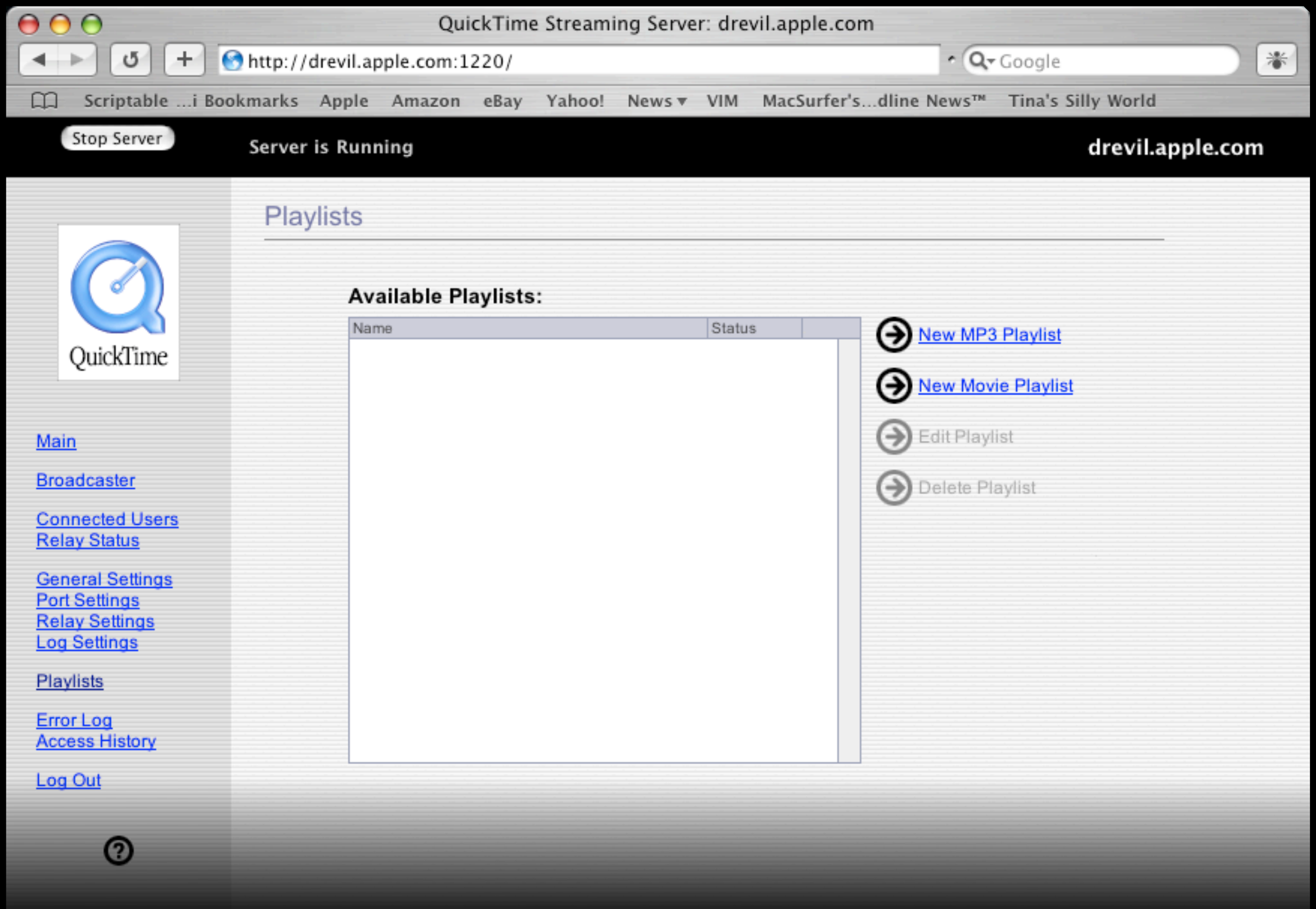


Post and Prepare



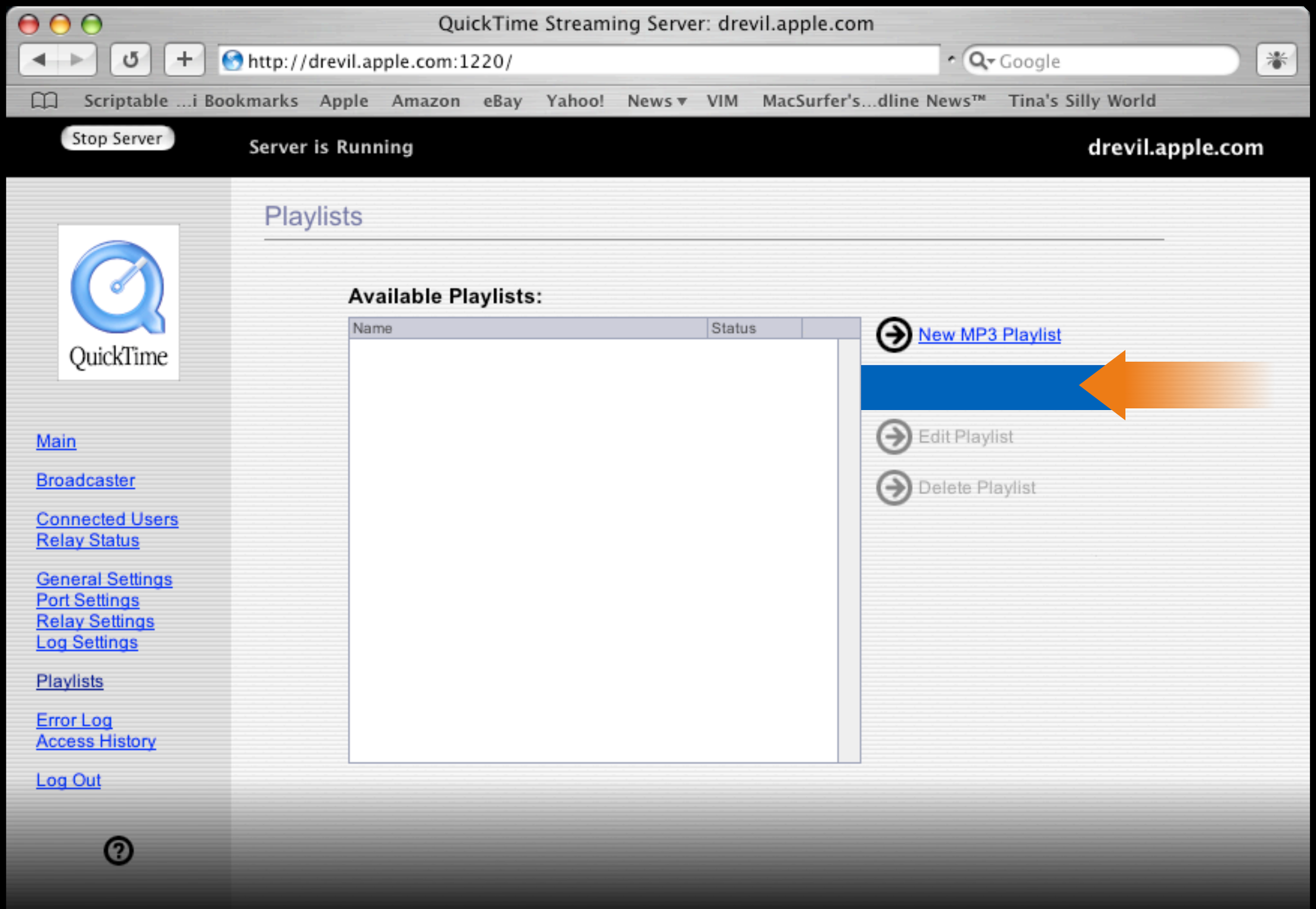
Post and Prepare

Configure new playlist



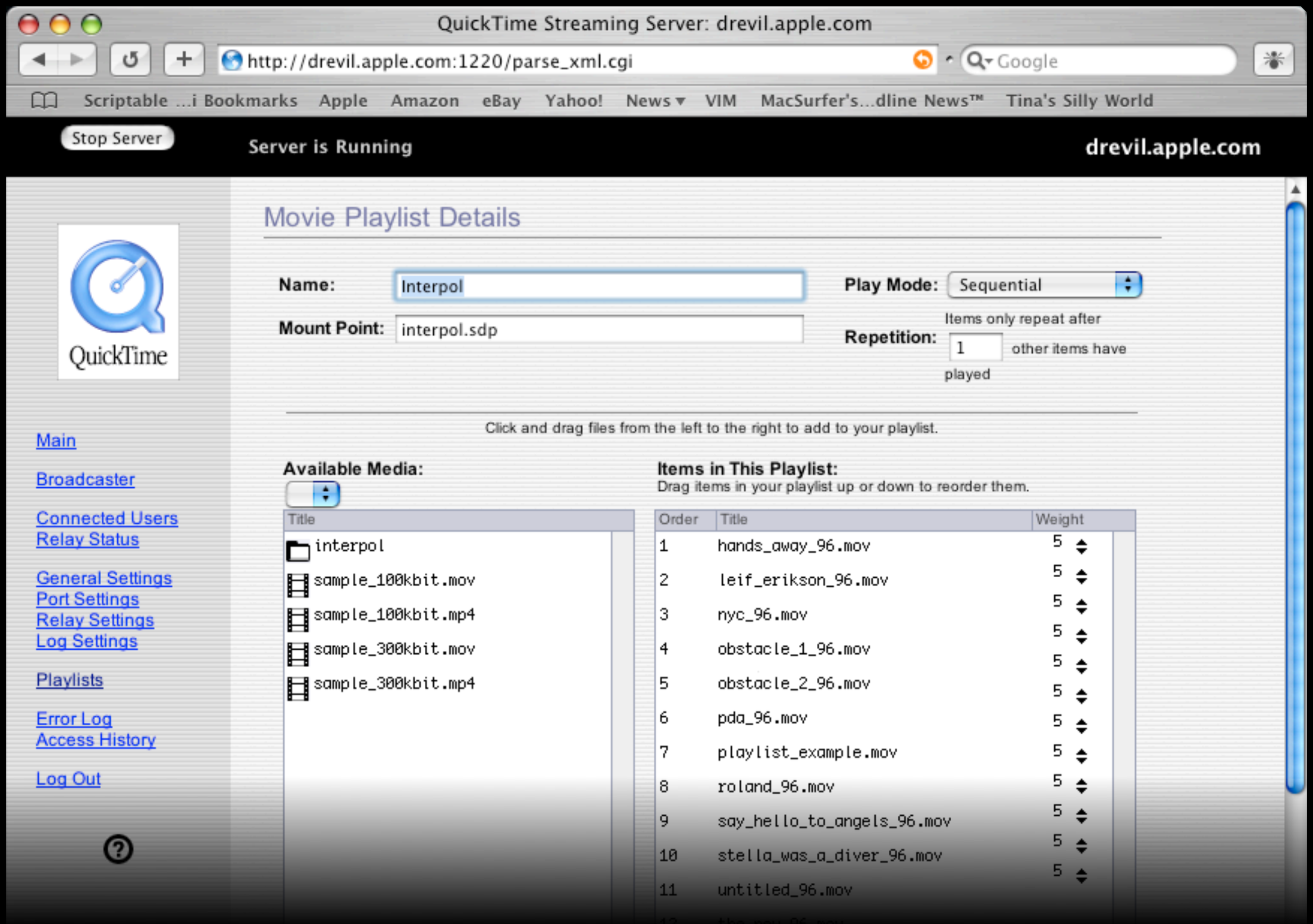
Post and Prepare

Configure new playlist

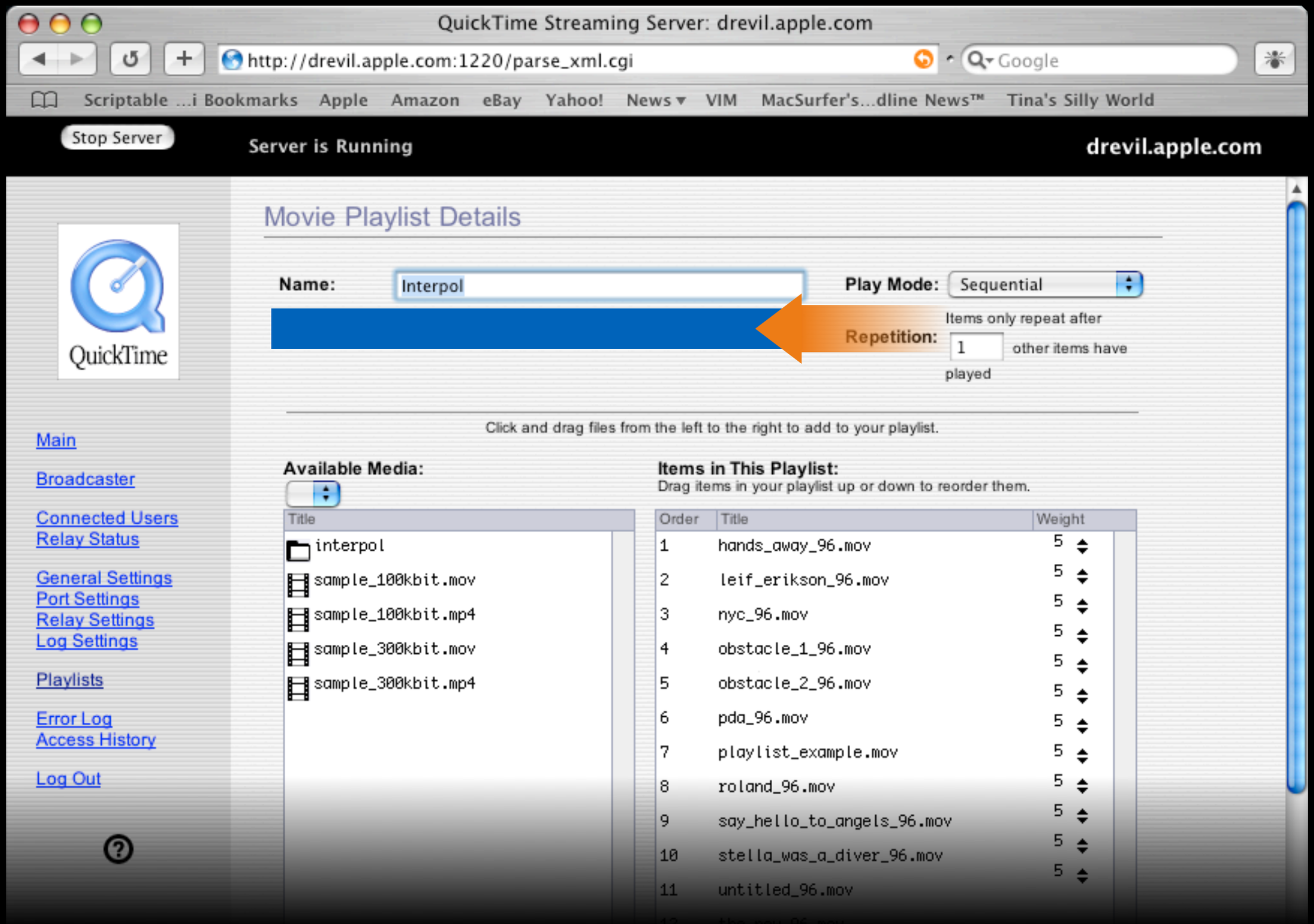


Post and Prepare

Add movies, name and playlist



Post and Prepare

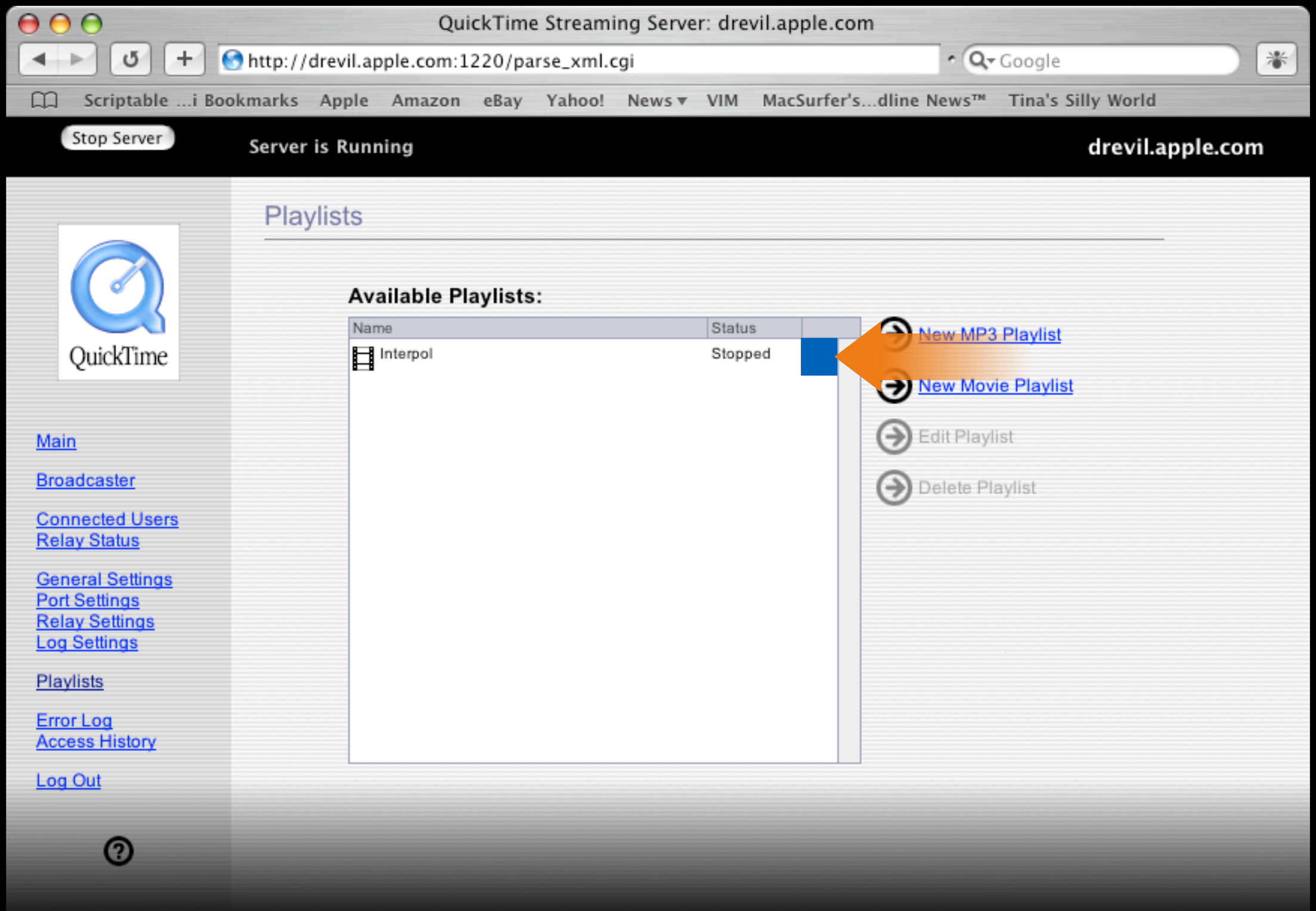


Post and Prepare

```
rtsp://drevil.apple.com/interpol.sdp
```

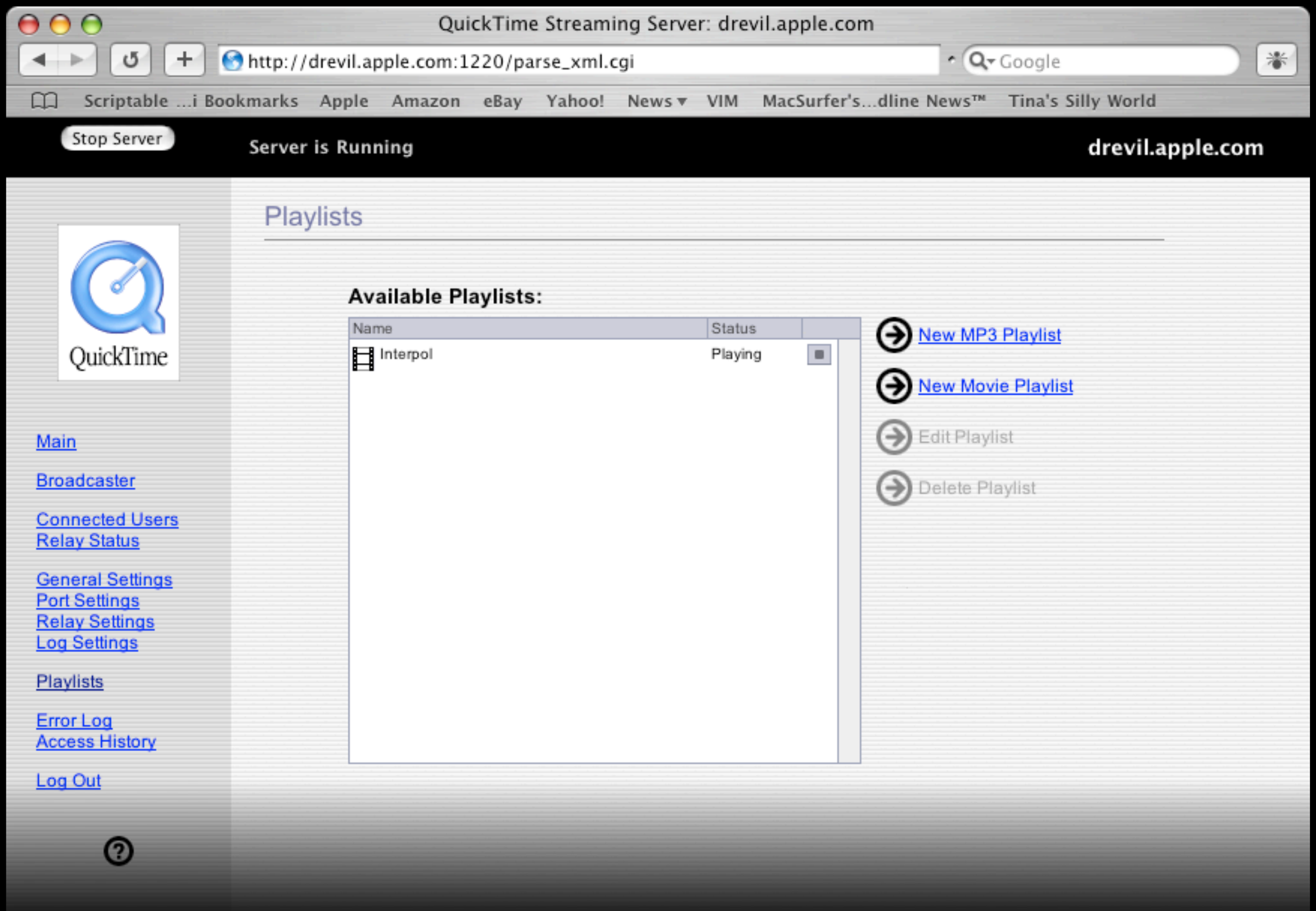
Post and Prepare

Configure new playlist



Post and Prepare

Configure new playlist



Deliver

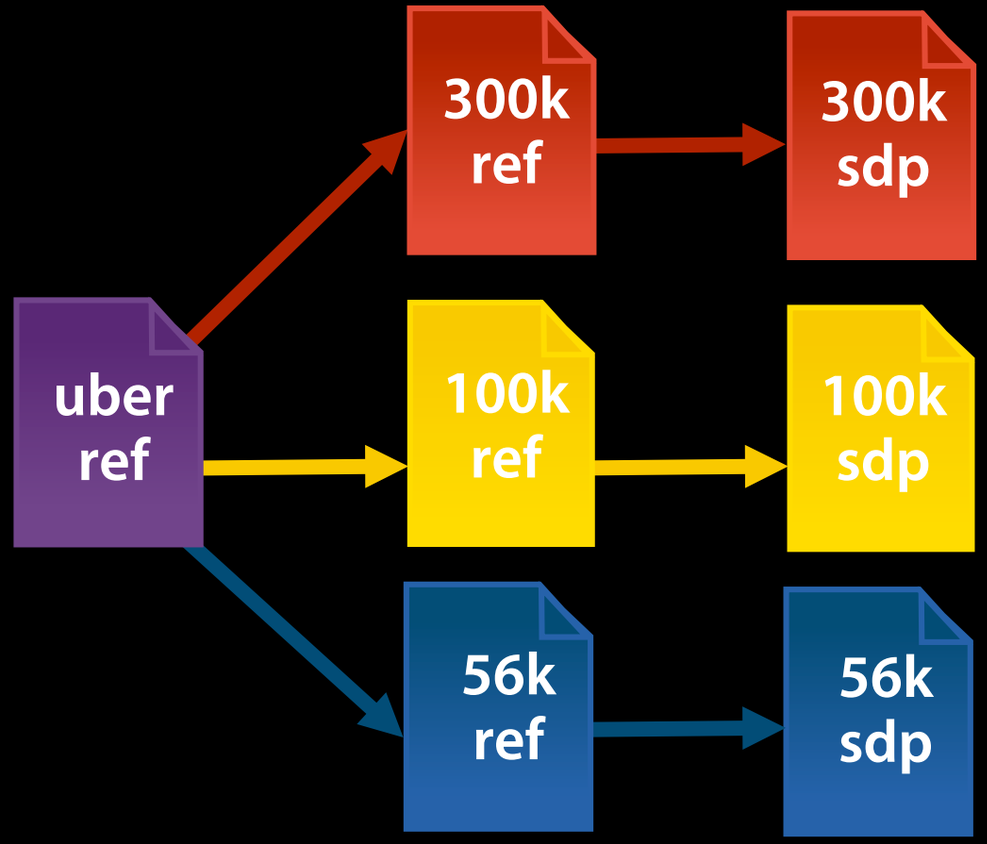
Tools

- MakeRefMovie
- AppleScripts
- QTStreamSplicer

Deliver

- Create ref movie

```
rtsp://drevil.apple.com/interpol_300.sdp
rtsp://drevil.apple.com/interpol_100.sdp
rtsp://drevil.apple.com/interpol_56.sdp
```



Deliver

Object tag

```
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D3488ABDDC6B" CODEBASE="http://www.apple.com/qtactivex/
qtplugin.cab" width="240" height="180">
   <param name="src" value="http://drevil.apple.com/
images/interpol.jpg">
   <param name="autoplay" value="true">
   <param name="controller" value="false">
   <param name="href" value="http://drevil.apple.com/
interpol_ref.mov">
   <param name="target" value="QuickTimePlayer">
   <embed src="http://drevil.apple.com/images/
interpol.jpg" width="240" height="180" type="video/
quicktime" controller="false" autoplay="true"
href="http://drevil.apple.com/interpol_ref.mov"
target="QuickTimePlayer" pluginspage="http://
www.apple.com/quicktime/download/" name="Get QuickTime">
</object>
```
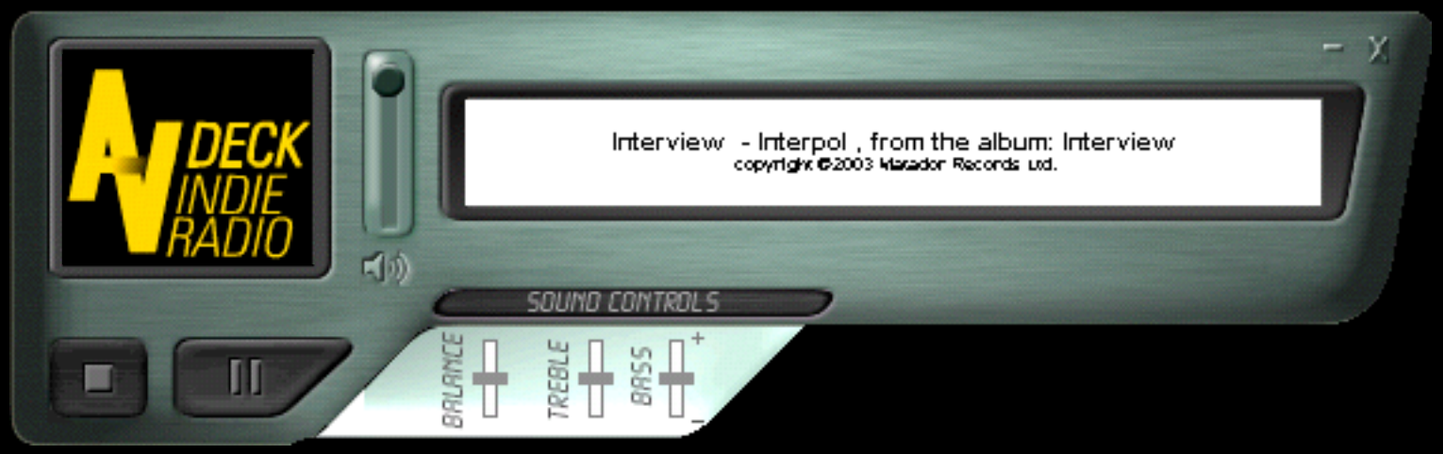

Delivery Options

Delivery Options

Text tracks

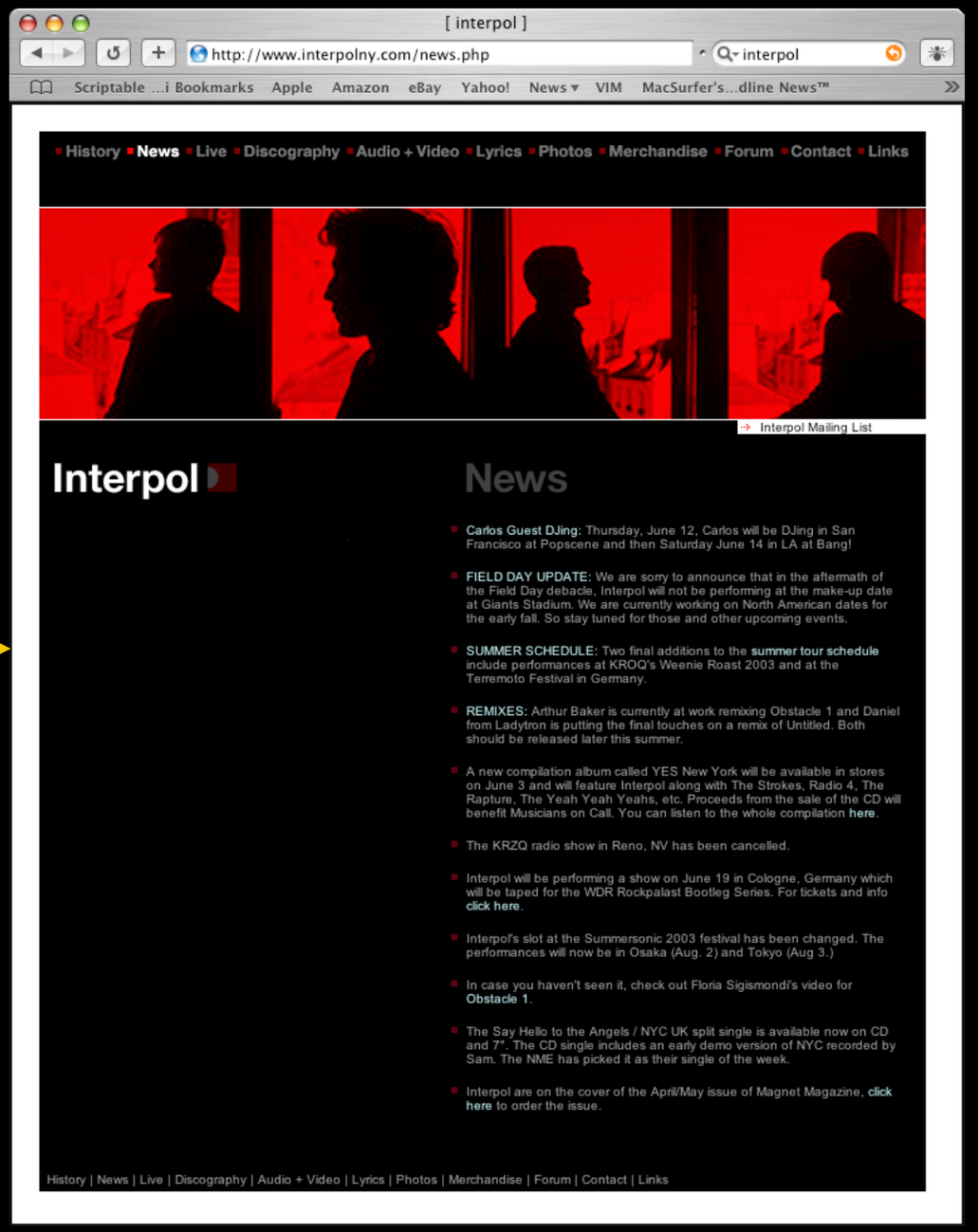


Delivery Options

Video tracks

Delivery Options

HREF tracks



Demo

John Anderson
Engineer
johnan@apple.com

Wrap Up

Roadmap—Thursday

	The Mission	Haight/ Ashbury	SOMA
9:00		723 The Real Story About MPEG-4 Visual Licensing	724 What's New With QuickTime VR?
10:30		725 QuickTime and Enhanced CDs	726 Cutting-Edge Projects Using QuickTime VR
12:00			
2:00	727 QuickTime Streaming Server Programming	728 Produce a Listening Party With QuickTime	729 Industrial-Strength Encoding
3:30		FF011 QuickTime Feedback Forum	
5:00			

Moved *to* Marina

Roadmap—Friday

	Pacific Heights	The Marina
9:00		
10:30	730 QuickTime Alternative Programming Environments	
12:00		
2:00		731 Internet Application Development: The New Frontier
3:30		
5:00		

Who to Contact

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Guillermo Ortiz
QuickTime Technology Manager
quicktimeman@apple.com

http://developer.apple.com/wwdc2003/urls.html

For More Information

Reference Library

Documentation and Tools

Text Tracks

http://www.apple.com/quicktime/tools_tips/tutorials/texttracks.html

QuickTime AppleScripts

http://www.apple.com/applescript/quicktime/

QuickTime Developer Tools

http://developer.apple.com/quicktime/quicktimeintro/tools/

HREF Tracks

http://www.apple.com/quicktime/tools_tips/tutorials/hreftracks.html

Object Tag

http://www.apple.com/quicktime/tools_tips/tutorials/activex.html

For More Information

Documentation

General Information

http://www.apple.com/quicktime

Developer Information

http://developer.apple.com/documentation

QuickTime Information

http://developer.apple.com/QuickTime

Do Not Miss!

Lab: QuickTime Content Creation

Meet with QuickTime content experts for daily content specific topics that are of special interest to you. Bring your own media and Powerbook. No appointment is needed—first-come, first-served.

Sacramento Room

Lab: QuickTime Development

Meet with Apple's QuickTime engineers. Each day will emphasize a specific QuickTime development topic. Bring your own code and Powerbook. No appointment is needed—first-come, first-served.

Sacramento Room

Lab Hours

Monday	12:00pm to 6:00pm
Tuesday	9:00am to 6:00pm
Wednesday	9:00am to 6:00pm
Thursday	9:00am to 4:30pm
Friday	9:00am to 6:00pm

Q&A

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http://developer.apple.com/wwdc2003/urls.html

WWDC 2003

Worldwide Developers Conference